

IBM Message Center



Highlights

- *Makes messages available any place, anytime, using phone, e-mail, or the World Wide Web*
- *Provides a single view of messages, making them easier to manage*
- *Lets the message receiver respond rapidly and prioritize activities*
- *Offers an auto-attendant providing service when the message recipient is unknown*
- *Can be customized to meet specific messaging needs*
- *Requires only normal client software (browser)*
- *Is scalable to meet growing needs*
- *Provides secure communications with controlled access to messages*
- *Supports Internet Protocol (IP)-based message transport and potentially eliminates voice network charges*
- *Offers Web-based subscriber profile management*

A leading provider of voice enabling e-business solutions, IBM delivers Web, middleware and telephony solutions that help businesses quickly deliver information to their customers. As your single point of contact, IBM can help you extend your e-business reach by offering integrated hardware, software and services that support the convergence of voice and data by using open standards-based VoiceXML technology that is scalable and highly compatible. Bring your business to the next level with end-to-end voice integrated solutions.

We live and work in a world rich in communications media

Mobile phones, answering machines, voice mail systems, e-mail, pagers, fax, personal digital assistants, message services...the list seems endless. The reality of today's high-paced society is that people want instant communication, instant answers, mobility and total flexibility. But do all these communications devices make it easier to communicate, or more difficult?

Whether you're a Service Provider looking to deliver a high-quality unified messaging service, or an enterprise looking to make life easy for your customers and employees, IBM Message Center can help you make the diversity work to your advantage. It provides a central service that coordinates and provides access to popular communications formats through the interface that is most appropriate at the time.

Service Providers

As a Service Provider, you can use Message Center either as an information service or inside the network as a value added service offering, generating both direct and indirect revenues.

Message Center is based on the robust combination of the IBM **@server** pSeries server running AIX® and IBM WebSphere Voice Response for AIX with DirectTalk® Technology. This solution is widely used by some of the most demanding Service Providers in the telecommunications industry, offering mission-critical services to users.

With Message Center, you can rapidly deploy customized services to meet the changing needs of your subscribers.

Enterprise customers

As an enterprise customer, Message Center can provide a quality service to callers and employees, enabling them to leave and respond to messages in a timely and professional manner.

With Message Center, mobile work forces can access their messages at anytime using the most convenient interfaces. The personality of the system can be customized to reflect corporate identity.

Managing multiple messages from phone, fax and e-mail

Message Center helps enterprises address the complexities of managing multiple, different messaging systems by integrating phone, fax and e-mail services. It provides a central service to coordinate and offer access to all communication formats through the interface most appropriate to the user at the time.

Message Center helps network and telecommunications Service Providers to differentiate their value added services and strengthen customer loyalty by providing subscribers with an integrated messaging service for phone, fax and e-mail.

Scalable, flexible and configurable

Message Center can provide a highly scalable, flexible, configurable solution to users' messaging needs. Following notification through e-mail, telephone call, pager, short message

service or message waiting light, users can retrieve messages through the phone, the Web or e-mail. Users can prioritize messages and respond using e-mail or phone, or forward the message to others for their information or action.

Message Center is unique in its ability to scale based upon the robust IBM AIX operating system. Unlike other offerings, it can be customized and integrated with information systems to provide innovative and unique services to users.

Message Center runs on an IBM **@server** pSeries server system with direct attachment to telephone networks using WebSphere Voice Response for AIX version 2.1 or higher and IBM AIX version 4.21 or higher.

To learn more

For more information about how IBM can help your business take advantage of conversational e-business, call your local IBM Sales Representative, contact an IBM Business Partner specializing in voice at ibm.com/software/voice/partners/list or visit ibm.com/software/voice, call us in North America at 1 800 Talk-2Me or outside North America, e-mail Talk2Me@us.ibm.com.

Summarizing the benefits

Feature	Service Provider benefits	Enterprise and user benefits
Web telephone and e-mail access to messages	Chargeable, differentiated service. Unrivaled access to subscribers for cross-selling, increases customer loyalty. Increases network usage charges.	All messages available, any place, anytime. Single view of messages is easier to manage.
Fax handling	An essential element of any unified messaging system for businesses.	Pick up faxes anywhere and receive faxes anytime, even if the phone line is busy.
Web configuration	Standard interface accessible by all Internet users. No unique software needed by subscribers.	Easy to manage mailbox with rich function, including redirection and notification of messages.
Message notification through multiple mechanisms	Subscriber invests time in service provision, increasing subscriber loyalty.	Ability to respond rapidly and prioritize activities following notification by pager, message indicator, e-mail, phone call, or short message service.
Auto-attendant	Supports corporate identity and brand.	Provides a single number for access to mail, other users and services.
Call transfer	Incremental billing of calls — estimated to be 15% of calls.	Supports remote work locations.
Customized menus	Create unique, differentiated service, reflecting brand. Emulate legacy voice-mail service.	Menus can be customized to meet specific needs.
System partitioning	Separate administration of multiple organizations.	
Subscriber types	Provides different levels of service. Enables differentiated charging.	Match messaging facilities closely to the business needs of your customers and employees.
Availability	Subscriber satisfaction. Lower maintenance costs through planned maintenance.	Service available 24x7.
Scalability	Easier to manage and reduce cost of ownership.	
Open interfaces and standards	Integrate information systems with messaging to provide unique services combining voice response and messaging applications.	No special software required to access messages by e-mail or Web. No special telephone or cell phone required, although these can be supported for added functions.
Security Administration	Control access and enforce billing.	Security of messages.



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